

# SHORELINE GATEWAY SURVEY SUMMARY

July 2023



# OUR MISSION STATEMENT

“Establish the Gateway Area as a vibrant community asset while preserving the essential value of its geography and history. Promote a unified and effective zoning strategy to encourage a responsible development mix of residential, neighborhood commercial, and recreational uses.”

*Approved by Shoreline Gateway  
Committee May 18, 2023*



# OUR VISION

The Shoreline Gateway Community will be a thriving, welcoming, family-friendly place for residents and visitors year-round.

*Approved by the committee – 8/24/2023*





# THE COMMUNITY SURVEY

Open and available to Old Lyme residents and business owners from September 2022 to October 9, 2022.

1205 people responded to the survey

- 827 full time residents of Old Lyme
- 282 seasonal residents of Old Lyme
- 64 were both residents and business owners
- 11 were business owners only
- 21 respondents did not identify their residency/business status



# KEY FINDINGS

The majority of respondents agree on the following:

- Family-friendly charm in the Sound View Village District is important for its residents and weekly vacationers.
- Building on a walkable village setting would continue to be a positive improvement.
- Blight must be addressed in both Sound View and the Shore Road commercial zone (recognizing improvements continue to be made). In addition, the Town should remediate light and noise pollution.
- New businesses that support local residents and visitors should be encouraged, such as restaurants and a bakery.
- The majority of respondents have a positive outlook for the future of this area.



# BUILD ON SOUND VIEW'S FAMILY-FRIENDLY CHARM

## Today:

Many respondents treasure the family activities available in Sound View including The Carousel, weekend donut sales, and bocce courts. These activities have become family traditions for many.

## Proposed Action:

- Explore ideas to build upon the area's summer family fun possibilities.
- Actively promote existing activities and businesses, ensuring weekly vacationers know they have plenty of options, and return year after year.



# ENHANCE SOUND VIEW DISTRICT AS A WALKABLE VILLAGE



## Today:

Respondents appreciate Sound View's value in its proximity to the beach and the ability to walk to businesses from homes or cottages.

## Proposed Actions:

- Upgrade and build upon the “walkable village” concept.
- Consider Mixed Use possibilities of current and future buildings to create residential opportunities.
- Determine if this could benefit our need to create affordable housing for young professionals or seniors who wish to downsize.
- Committee must remember that parking needs, waste-water, and walkability are to be considered.





# ADDRESS BLIGHT TO ENHANCE THE ENTIRE AREA

## Today:

Respondents see blight as a major problem in attracting home buyers and visitors to the area. Respondents also noted that an overuse of business signage, light & noise pollution are taking away from an attractive shoreline gateway.





# ADDRESS BLIGHT TO ENHANCE THE ENTIRE AREA

## Proposed Actions:

Committee to address Blight to attract visitors and new residents to the area while improving property values for all.

- Discuss with Land Use officials possibilities for an area blight regulation.
- Determine ways to work with property owners to clean up blighted properties, while keeping the charm of a seaside village.
- Research ways to improve business signage.
- Review current zoning regulations involving signage
- Consider town ordinance to reduce number of signs per business.
- Evaluate the size of business signs.
- Find ways to work with business owners to develop eye-catching, attractive signs that enhance the area
- Find ways to address light and noise pollution
- Review regulations that address dark skies and noise levels



# FOCUS ON DEVELOPING SMALL BUSINESSES THAT MEET LOCAL NEEDS

## Today:

- Respondents favor small business development that meets recreation and leisure interests, but also amenities.
- Residents prefer unique restaurants rather than chain businesses. Suggestions also included cafes, delis, a bakery, microbrewery, and wine bar.



# FOCUS ON DEVELOPING SMALL BUSINESSES THAT MEET LOCAL NEEDS

## Proposed Actions:

- Undertake an economic impact study to determine what level of business development can be supported by the local population considering both the summer season and year-round.
- In addition to considering restaurants and entertainment, seek out potential recreational activities such as mini-golf and pickleball.
- Evaluate developing a seasonal farmer's market for residents and summer visitors.
- Evaluate services that could meet the needs of the area such as a laundry and smaller grocery stores.





# RESPONDENTS HAVE A POSITIVE OUTLOOK ON OUR SHORELINE TREASURE

## Today:

Words used to describe the future of the Shoreline Gateway were “Inviting, Attractive, Clean, and Safe.”

- Many respondents wish to support the Shoreline Gateway as a “summer destination,” ensuring the area continues to draw people to the area.

## Proposed Actions:

- Build strategies to effectively meet the vision of an Inviting, Attractive, Clean, and Safe Shoreline Gateway and Sound View District.
- Encourage town leadership to positively support the area.



# OUR COMMITTEE MEMBERS

MARTHA SHOEMAKER – CO-CHAIR

MATTHEW WARD – CO-CHAIR

SCOTT BOULANGER

JOSEPH CAMEAN

MICHAEL FOGLIANO

CHRIS MCHUGH

PAUL ORZEL

FRANK PAPPALARDO

MARY KATE PARKER

MICHAELLE PEARSON

JONATHAN ROTOLO

KATHLEEN TRACY



# QUESTIONS AND COMMENTS

